

ESTTA Tracking number: **ESTTA614013**

Filing date: **07/07/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91216589
Party	Defendant Su, Eva Rong
Correspondence Address	RAJ ABHYANKER RAJ ABHYANKER, P.C. 1580 W EL CAMINO REAL STE 8 MOUNTAIN VIEW, CA 94040-2462 trademarks@legalforce.com
Submission	Answer
Filer's Name	Steven McDermott
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Date	07/07/2014
Attachments	ANSWER TO OPPOSITION LETTER.pdf(144662 bytes)



BELLARIO

NEW YORK

ESTTA TRACKING NUMBER: 606738

SERIAL NUMBER: 86142645

OPPOSITION NUMBER: 91216589

ANSWER TO OPPOSITION FILING DATE: 7/7/2014

Applicant: Su, Eva Rong

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eva@bellariony.com; eva-su@after-the-rain-knit.com; steven@bellariony.com

212-382-0330

Opposer

Information: Color Image Apparele, Inc.

6670 Flotilla Street

Commerce, CA 90040 USA

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Grounds of Opposition: Priority and likelihood of confusion

ANSWER TO OPPOSITION:

Dear Trademark Trial and Appeal Board;

In answer to the opposition filed for our Trademark for Bellario New York, we DENY the grounds for opposition.

Bellario has a completely different name, font and logo. Bellario is not, in any way, confusing in it's "look", "sound" or customer recognition.

Bellario is completely different from "Bella".

Bellario is a high-end cashmere and dress company.

We find absolutely no confusion in the name of Bellario and Bella.

Our Logo in Gold and it's font in Copperplate Gothic light is completely different.

Our Signature Fuschia label with Gold lettering is completely different.

We trust that the differences between Bellario and Bella are completely different in "look" "Sound" and buyer recognition.

Thank You,

Steven McDermott

Bellario Collection New York



